

What is claimed is:

1 1. A computer-implemented method of determining a customer valuation
2 for a specific property, comprising:

3 receiving a request for a resource for the specific property for a customer;

4 and

5 valuing the customer based at least on activities of the customer at two or

6 more properties, where the customer value is specific to the

7 property.

1 2. The method of claim 1, wherein the customer activities are located at
2 properties different from the property for which the customer is being valued.

1 3. The method of claim 1, where determining a customer segment for the
2 customer comprises:

3 determining a theoretical win for the customer;

4 determining daily profits for the customer in accordance with the theo-
5 retical win; and

6 determining the customer segment in accordance with the daily profits.

1 4. The method of claim 3, further comprising determining whether the
2 customer should be incentivized.

1 5. The method of claim 3, further comprising adjusting the expected daily
2 profits in accordance with the number of nights that the customer has stayed in a
3 property overnight.

1 6. The method of claim 3, further including determining the customer
2 segment in accordance with total nightly profits.

1 7. The method of claim 1, wherein determining a customer segment to
2 which the customer belongs is also based on the fact that slot
3 machines are less profitable than other types of games.

1 8. The method of claim 1, wherein determining a customer segment to
2 which the customer belongs is also based on the fact that table games are more
3 profitable than other types of games.

1 9. The method of claim 1, further comprising:
2 returning the customer segment, expected nightly profit, and an indica-
3 tion of whether the customer is incentivized to a resource man-

4 ager so that the resource manager can determine a price for the
5 resource.

1 10. The method of claim 1, wherein determining the customer segment for
2 the customer also includes determining whether there are to be multiple custom-
3 ers in a room.

1 11. The method of claim 1, wherein determining the customer segment for
2 the customer also includes determining a default theoretical win for the customer
3 is there is no data from previous trips of the customer.

1 12. The method of claim 1, wherein determining the customer segment for
2 the customer also includes determining an actual theoretical win for the cus-
3 tomer based on data from previous trips of the customer.

1 13. The method of claim 1, wherein determining the customer segment for
2 the customer also includes determining an average daily profit for the customer
3 based on data from previous trips of the customer, by gaming type.

1 14. The method of claim 1, wherein determining the customer segment for
2 the customer uses a default "source" theoretical win value if there is no data on
3 the customer's previous trips and the source of the customer is known.

1 15. The method of claim 1, wherein determining the customer segment for
2 the customer uses a default theoretical win value specific to the property if there
3 is no data on the customer's previous trips and the source of the customer is not
4 known.

1 16. The method of claim 1, wherein determining the customer segment for
2 the customer uses data based the customer's previous trips to hotels only.
3

4 17. A system for determining a customer valuation for a specific prop-
5 erty, comprising:
6 a user interface receiving a request for a resource for the specific property
7 for a customer; and
8 a customer valuation system, valuing the customer based at least on ac-
9 tivities of the customer at two or more properties, where the
10 customer value is specific to the property.